



Sales Newsletter

May 12th, 1954

LUCKY STRIKE BRAND PREFERENCE SURVEY

In April the second cigarette brand preference and Luckies program listenership survey of the 1953-4 year was distributed to all stations carrying Lucky Strike programs. Reports from this survey will very definitely influence the American Tobacco Company in its selection of program plans for the 1954-5 broadcast year, so it is important that every station have its results in the mail to College Radio Corporation by the May 15th deadline. There are several more applicants than available places in next year's program series, so be sure your report is on time. The survey is actually an easy one to take, and should not require more than a few hours' work by a few members of your staff.

Your special attention is called to the fact that the sponsor has requested that your survey sample ten percent of the campus enrollment, and not ten percent of the number of students living in the signal area of your station, if that number is smaller. In conducting the survey, do not favor resident students to the exclusion of interviewing non-resident students.

Next year, an additional question is contemplated for this survey: "Do you live on the campus or off the campus?" Answers to this question will be used as an index to listenership potential among non-resident students.

COVERAGE FIGURES SOLICITED All stations have been sent or will be sent this week a postal card questionnaire asking for latest figures on the number of students living within the station signal area, and for the summer address of the station manager. When your station receives this questionnaire, please see that it is filled in and returned to us promptly, so that our coverage figures, currently under revision, may be compiled without delay. A breakdown of men and women student figures is requested, as this information is frequently desired by advertising agencies.

Be sure to indicate on the card the home or summer address of the station manager or other officer, so that we may contact you during the vacation period if necessary.

The LUCKIES BEST NEWSCAST CONTEST entries will be judged during June. Late entries for the third and last program will be accepted if postmarked by midnight, May 15th, 1954. Winners will be notified by mail, and a list of winners will appear in a Sales Newsletter subsequent to the judging.

While no programs are returned to any station, the tapes upon which program entries are submitted are replaced upon receipt of the entry. If your station has failed to receive a replacement for any program sent in, please advise us of this fact before June 1st, 1954.

The quality of production of this year's contest entries is generally superior to last year's, showing definite improvement in newscast delivery and in over-all handling of programs.

AIR FORCE SPOT PROMOTIONAL REPORTS are solicited from each station asked to participate in this campaign. Won't you please send us a run-down on what you did for the Air Force with respect to use of the spot announcements (show the date and time of broadcast of each), placement of promotional posters (list the spots where the posters were put), and interview of the recruiting team, if that was accomplished. We'll be glad to have your report just as soon as convenient for you to submit it, so we can resume our efforts to sell time to the Air Force for next fall. Report forms were provided to all stations for listing broadcast of spots and placement of posters; in addition, please give us a short note on your letterhead covering the points of the sample letter distributed about ten days ago. We'll appreciate your help!

A FEW STATIONS have failed to return to us the program sheets listing the daily broadcast schedule and availabilities. If your station is one of these, please provide us with that information, as it is very difficult to sell spots without it. If any significant changes in schedule have been approved since the last schedule was sent us (if yours has already been sent), please be sure we are up to date on those changes. Additional schedule forms are always available on request.

OVER THE SUMMER please be certain your RCA University Library records are well protected, if yours is one of the stations participating in that series. Last summer an entire library was stolen from one station. A charge must be made for replacements, so be sure yours are under lock and key!

PLEASE COOPERATE WITH US to the extent of not providing free promotion for any cigarette company not also buying time who may offer you cartons of cigarettes for use as give-away items in exchange for mentions of the brand on the air. The Philip Morris company in particular is active at present in an attempt to set up such arrangements with a number of campus stations. It is impossible for us to attempt successfully to sell programs on your station to an advertiser who is already getting free promotion on the air. (The Air Force account is the single exception to this rule, because its campaign is based in part on the gratis time furnished by networks and commercial radio stations). Please do not accept offers from any cigarette company to accept cigarettes in return for promoting the brand name on one of your programs. To enter into such deals will result in increasing difficulty to interest these potential advertisers in buying your facilities. Free cartons of Lucky Strike cigarettes have always been available to every Luckies series station for use as give-aways, and will continue to be available. Luckies is the paying cigarette sponsor; use Luckies for your give-aways, and suggest to other cigarette companies who have not bought time that you will be happy to use their products as give-aways if they, too, will purchase air time. In line with this policy, naturally we have no objection to use of Camels as give-aways on stations carrying paid Camels advertising.

Every station can contribute materially to the efforts we are making to sell programs to additional cigarette companies by adopting the policy recommended above.

STATION STAFF MEMBERS from any station who may pass through New York City during the summer vacation are cordially invited to stop by our offices at 14 West 45th Street, New York. We have had the pleasure this year of meeting a substantial number of station personnel in this way, and look forward to new opportunities to become better acquainted. Come by and see us when you're in town!